

[For Immediate Release]

SHKF wins FinanceAsia's Best Broker Hong Kong 2012 award among numerous other prestigious industry awards

Hong Kong, 3 September 2012 – Sun Hung Kai Financial (“SHKF”) is pleased to announce that it has been named *FinanceAsia*'s Best Broker Hong Kong 2012, the fifth time SHKF won this award, among numerous distinguished industry awards gained this year. *FinanceAsia* is a well-respected industry magazine covering financial news and insights in the region. An award presentation ceremony was held in Macau on 24 August 2012, with fellow industry practitioners flying in from around the region.

This *FinanceAsia*'s annual Country Awards for Achievement are the industry standard for recognising excellence in Asian finance across a range of categories. SHKF received the 'Best Broker Hong Kong' award for the fifth year, following its satisfactory performance across a number of areas, including its overall brokerage results, IPO business, together with its people. “The operations are underpinned by an active research team and sales people”, wrote *FinanceAsia*. This award underscores SHKF's true leadership in the industry, demonstrated by its vision in different business arenas we have pioneered during challenging times and uncertainty in the global financial markets

Apart from the *FinanceAsia*'s Best Broker award, SHKF has gained several awards this year, including the fifth consecutive *Economic Digest* "The Outstanding Brand Awards – Securities Company" award, the second consecutive The Best Securities Company presented by the *CAPITAL* Magazine's Outstanding Brand Enterprise Award and the third year Sing Tao Daily Excellent Services Brand. This recognition affirms SHKF's position as one of the leading financial institutions in Hong Kong.

Apart from the business awards mentioned above, earlier in the year the Group was also named Caring Company by the Hong Kong Council of Social Services for the 10th consecutive year which showcases the company's additional work in the community as a responsible corporate citizen.

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About Sun Hung Kai Financial Limited

Sun Hung Kai Financial Limited (“SHKFL”), founded in 1969, is a wholly-owned subsidiary of Sun Hung Kai & Co. Limited (Stock Code: 86). Operating under the Sun Hung Kai Financial brand as well as the SHK Private and SHK Direct sub-brands, SHKFL has two core business segments, which are Wealth Management & Brokerage, and Capital Markets. They offer customised financial solutions for retail, corporate and institutional clients. SHKFL has an extensive branch and office network in Hong Kong, Mainland China and Macau, and offers a diversified financial trading platform to its customers. SHKFL, through its subsidiaries, currently has over HK\$56 billion* in assets under management, custody and/or advice. For more information, please visit www.shkf.com. (Figures as of 30 June 2012)

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